

## CLAIMS

What is claimed is:

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1. A method for transforming raw transactional data comprising the steps of:

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accessing said data via a communication network from at least one external source;

formatting said data, wherein said formatting includes cleaning and validating said data;

longitudinally linking said data;

compressing said data;

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storing said data in at least one database;

extracting said data from said at least one database for analysis; and

displaying results of said analysis.

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2. A method for transforming raw transactional data according to claim 1, further comprising the step of creating interval interpretations of data representing activity over time.

3. A method for transforming raw transactional data according to claim 1, wherein said data is pharmaceutical transactional data.

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4. A method for transforming raw transactional data according to claim 1, wherein said communication network is selected from the group consisting of an internet, an intranet, a wireless network, a cellular network, a wide area network, a local area network, a virtual private network, a token ring network, and a dial-up network.

5. A method for transforming raw transactional data according to claim 1, wherein said compressing comprises the steps of:

- (a) inserting said data into storage tables;
- (b) sorting and evaluating said data;
- (c) performing calculations on said data; and
- (d) creating interval tables of said data.

6. A method for transforming raw transactional data according to claim 1, wherein said analysis is performed based on end-user specifications.

7. A method for transforming raw transactional data according to claim 1, wherein said analysis is used for market studies.

8. A method for transforming raw transactional data according to

claim 7, wherein said market studies comprise Therapy Area and Single Class.

9. A method for transforming raw transactional data according to claim 1, wherein said compressing retains all information represented by said raw transactional data.

10. A method for transforming raw transactional data according to claim 1, wherein said analysis includes data summarization.

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11. A method for transforming raw transactional data according to claim 1, wherein said results are delivered to an end-user via a communication network.

15 12. A method for transforming raw transactional data according to claim 1, wherein said data and said results are continuously updated over an extended period of time.

13. A method for transforming raw transactional data according to claim 1, wherein said analysis includes data summarization.

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14. A method for transforming raw transactional data according to claim 1, wherein said transactional data remains anonymous.

15. An apparatus for transforming raw transactional data comprising:

at least one communication network for transfer of said data;

a data extraction, transformation and loading tool;

at least one database for storage of said data;

at least one data processor for processing and compressing said data;

a plurality of system applications for running scripts, wherein said scripts perform data analysis, extraction, transformation and loading; and

a web browser for displaying results of said data analysis.

16. An apparatus for transforming raw transactional data according to claim 15, wherein said communication network comprises at least one communication device, a plurality of data gathering devices, at least one communication link, and at least one network protocol.

17. An apparatus for transforming raw transactional data according to claim 15, further comprising a geo-mapping environment for backup storage.

18. An apparatus for transforming raw transactional data according to claim 15, wherein said displayed results are in the form of applets.

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19. An apparatus for transforming raw transactional data according to claim 15, wherein said displayed results are used for market studies.

10 20. A method for compressing data comprising the steps of:  
accessing raw data from at least one external source;  
formatting said raw data, wherein said formatting includes  
cleaning and validating;  
storing said raw data into tables;  
15 creating intervals from said raw data and storing said  
results into tables; and  
extracting market studies from said results for analysis.

21. A method for compressing data according to claim 20, wherein  
20 said data is continuously updated over a period of time.